

**Apartment Fires?!**

**Get the tools to reduce them!**

**Joanne Hatch**  
**Public Education Chief**

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**What You're Receiving Today**

- PowerPoint
- Program Workbook
- Survey for Landlords (Pre/Post)
- Timeline for Landlord Training



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**Decade of Fire History**



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## The Turning Point

- 3-Alarm/ Bonita Villa Apartments (2000)
- Fatal Fire with 100 Residents Displaced
- Evaluated the Smoke Alarms
- 64% of the Homes had Non-working Smoke Alarms
- One Month Later...Over 50% Were Disabled



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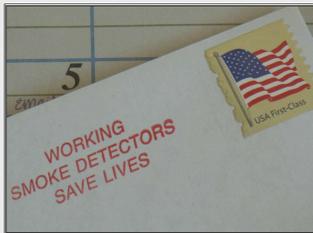
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## The Question

- Was it Our Message or The Messenger?



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## The Research

- Secured a Grant
- Campbell & DeLong Resources, Inc.
  - Demographic Study
  - Focus Groups on The Smoke Alarm
- The Maris Agency, Inc.
  - Key Messages
  - Public Awareness Campaign
    - Educational Pieces



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## The Key Messages

- Language & Cultural Barriers
  - Not familiar with the smoke alarm (especially if new to the US)
  - A family- and community-driven culture
- Provide the “Why” to All Targeted Groups
- Illiteracy



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## The Key Messenger

- It is not The Fire Service – The Landlord’s Role is Pivotal
  - We needed to create a partnership



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## Our New Best Friend

- Attended Their Association Meetings and Training
- Learned How They Work and What Their Challenges Are
- Identified How We Could Support Them



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## Program Elements

- Fire & Human Behavior
- Fire & Life Safety Codes
- Inspections
- Landlords in Action
- Educational Tools
- Resources & Technology
- Fire Extinguishers
- Firesetters
- Partnerships



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## Inspection Practices

- Scheduled
- “Answers” Before the Inspection
- Visual Walk-through
- Empower the Managers on Fire & Life Safety Issues



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## Landlords in Action

- Integrate The Fire Code into the Lease
- Provide Managers with Support and Guidance
- Give them The “Why”



“Fire codes prohibit a person from throwing or placing (or causing to be thrown or placed) a lighted match, cigar, cigarette, matches, or other flaming object where it can cause an unwanted fire”

AP & Property Management Group 01/18

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## Resources & Technology

- Smoke Free
- Candle Free
- Stove Top Fire Stop
- Safe T Element



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## Youth Fire Intervention Program

- Explain and Define the Issue
- Identify What Apartment Staffers Should Look For
- Resources
- Partners



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## Partnerships

- Beyond Fire Service
  - Law Enforcement
  - Associations (Multi-Family)
  - Restoration Companies



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## Educational Tools

- Pictorials



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## Educational Tools

- Smoke Alarm Display Board



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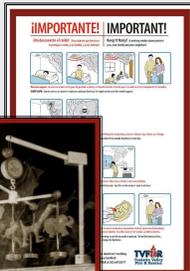
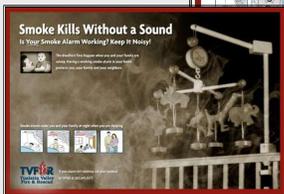
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## Educational Tools

- Posters
- Magnets



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## Educational Tools



(Outside)



**La mayoría de las fatalidades causadas por de incendios ocurren cuando usted está durmiendo**

**¿Funciona su alarma?**  
La alarma puede salvarle la vida. Verifique el estado de la alarma a cada 10 días y asegúrese de que la batería esté cargada y funcionando correctamente.

**Most fire deaths happen when you're sleeping**

**Is your smoke alarm working?**  
Smoke alarms can save your life. Test your smoke alarm every 10 days and make sure the battery is charged and working properly.

**No disconnects el cable!**  
Keep it easy!

**TVPFR**  
Tulare Valley Fire & Rescue

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## Educational Tools

- Bus
- Radio 



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## Tips for Implementation

- Get to Know Your Audience
  - How many complexes do you have?
  - How many barriers are there?
    - Language
    - Owner vs. Company
    - Local vs. Out-of-state
    - On-site vs. Off-site



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## Tips for Implementation

- Logistics
  - Room
  - Food (coffee, snacks, or lunch)
  - Giveaways
    - Traditional fire memorabilia
    - Pens and coffee cups



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## Tips for Implementation

- Integrated Operations and Prevention
- Educational Tools
  - Posters
  - Magnets
  - Boards



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## Tips for Implementation

- Market to Your Audience
  - Methods to Invite and Advertise
    - Inspections
    - Social Media
    - Door-to-Door
    - Direct Mail
    - Professional Associations
    - Media (story following an event)
    - Fire Crews



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## Program to Date

- Are we reaching the audience?
- Are the messages resonating?
- Are we helping to create behavioral changes – are attendees taking action?
- Baselines & Trends
  - Long-term



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## Conclusions & Recommendations

- Keep It Going
  - “Managers...treat fire safety issues with much greater attention than they would have without the training.”
- Continue Full-Circle Evaluation
  - Pick a trend and track it
    - ✓ Fire incidents
    - ✓ Attendance
    - ✓ Violations noted (and reinspection timing)



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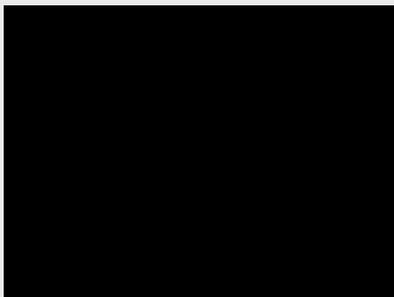
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## In their own words...



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## Questions?

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